

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.57
1923
APR 11 1924
"F-W-R"
PLANTS

TWENTY-SIXTH YEAR
PRICE LIST

"F-W-R"
PLANTS

F. W. ROCHELLE & SONS
VEGETABLE PLANTS

OUR SPECIALTIES

Our great specialties are field grown and re-rooted Cabbage, Snowball Cauliflower and Celery Plants.

We grow them by the million.

We raise our Cabbage and Cauliflower plants every year on new ground.

Our plants are raised from the best seed, sown thin in rows and hoed like onions.

They are given an average of more than 4 square inches of space each over the whole field. Extra stocky. Dug with forks (not pulled), so that each plant has a good big root system. Shipped carefully packed in damp moss.

We ship to all states East of the Mississippi River.

Will sell plants, if anyone wants to buy them that way, by the square foot, figuring an average of five square inches for each plant.

We tested in the field the past year, side by side for TONS PER ACRE, 39 Strains of Danish Ballhead, 16 Strains of Copenhagen Market and 17 Strains of Enkhuizen Glory Cabbage seed, and also tested 16 Strains of Snowball and 14 Strains of Erfurt Cauliflower seed. All received from the seed growers of Denmark.

We also tested 9 varieties of celery.

(See below results of tests.)

PARCELS POST, OR EXPRESS

We ship plants either by Parcels Post or Express, as ordered.

We ship mostly by Parcels Post, unless plants are ordered sent by express.

Perhaps two-thirds of our customers for plants live within the first and second postal zones, making the postal charges low.

The first and second zones from Chester include all of New Jersey, all of Delaware, all of Connecticut (except the northeast corner), two-thirds of the Post Offices of Penna., more than half of the offices of New York State, a considerable portion of those in Mass., R. I. and Md., and some in Vermont and Virginia.

We can send postage "collect" same as express "collect."

EARLY CABBAGE PLANTS.

Field Grown—Ready about May 1st.

\$2.25 per 1000.	5000 \$10.00	500 \$1.50
300 \$1.20	200 \$1.00	100 80c.

EARLY JERSEY WAKEFIELD	SUCCESSION
COPENHAGEN MARKET	SUREHEAD
CHARLESTON WAKEFIELD	EARLY FLAT, DUTCH
ENKHUIZEN GLORY	LATE FLAT, DUTCH
EARLY SUMMER	SUMMER DANISH BALLHEAD
ALL HEAD EARLY	

EARLY SNOWBALL CAULIFLOWER PLANTS

Field grown—Ready about May 1st.

\$5.00 per 1000	500 \$3.00	300 \$2.00
200 \$1.60	100 \$1.00	

TOMATO PLANTS

Field grown.—Ready about May 15th.

\$2.50 per 1000	500 \$1.50	5000 \$11.50
300 \$1.30	200 \$1.10	100 90c.

EARLIANA	JOHN BAER
BONNY BEST	STONE
CHALKS JEWEL	GREATER BALTIMORE
SUCCESS	NORTON
MATCHLESS	RED ROCK

(Wilt resisting Tomatoes \$3.00 per 1,000. In our part of the country there is no such thing as Tomato Wilt. We have never seen or heard of it in this State. But in some sections of the country they have wilt.

We are therefore providing some wilt resisting tomato plants in the Norton, Greater Baltimore and Stone).

LATER CABBAGE PLANTS

Field Grown.—Ready June 1st to October 1st.

\$1.80 per 1000	500 \$1.20
-----------------	------------

6,000,000 Cabbage Plants. Raised on new ground. Sown thin in rows. Hoed like onions. Dug with forks. Shipped in ventilated packages with roots in damp moss.

The Danish Ball Head, Enkhuizen Glory, Copenhagen Market, Red Danish Stone Head and Mammoth Red Rock are all grown from the best strains of Danish grown seed.

The rest from the best Long Island grown seed.

We do not grow any plants from the Puget Sound seed or from Holland grown seed.

DANISH BALL HEAD (See our account of exhaustive strain tests below).

ENKHUIZEN GLORY (See account of strain tests below).

COPENHAGEN MARKET (See account of strain tests below).

ALL HEAD EARLY	EXTRA EARLY EXPRESS
SUCCESSION	WINNINGSTADT
SUREHEAD	SHORT STEMMED DRUMHEAD
EARLY FLAT, DUTCH	LATE STONEHEAD

LATE FLAT, DUTCH

ALL SEASONS

EARLY JERSEY WAKEFIELD

EARLY SUMMER

RED DANISH STONEHEAD

MAMMOUTH RED ROCK

AUTUMN KING

FOTLERS EARLY BRUNSWICK

VANDERGRAW

WARREN STONE MASON

DRUMHEAD SAVOY

SUMMER DANISH BALLHEAD

RE-ROOTED CABBAGE PLANTS

(Mass of fine, new roots grown on them.)

All Varieties 1,000.....	\$2.00	400.....	1.15
800.....	1.80	300.....	1.00
700.....	1.65	200.....	.90
600.....	1.50	100.....	.70
500.....	1.30	50.....	.50

SNOWBALL CAULIFLOWER PLANTS

We make a great specialty of Snowball Cauliflower Plants.

We sow seed about April 1st in the open ground and about every five days up to July 1st, so as to have a stock of plants on hand all the time.

We have a very large trade in Snowball Cauliflower.

We can ship almost any quantity at any time during the Spring and Summer.

Field grown, \$4.00 per 1000; 500, \$2.25. (Dug with forks.)

RE-ROOTED SNOWBALL CAULIFLOWER PLANTS

Mass of fine, new roots grown on them.)

1,000	\$5.00	400	2.80
800	4.40	300	2.25
700	4.00	200	1.75
600	3.60	100	1.00
500	3.25	5070

All of our Cauliflower plants are raised from the best Imported Seed.—The same strain of seed used by members of the Long Island Cauliflower Association.

We do not grow any Cauliflower plants but Snowball.

CELERY PLANTS—FIELD GROWN

CELERY PLANTS—Ready about July 1st to September 1st, 1,000,000 plants raised by heavy fertilization in rows 12 inches apart, and given clean cultivation. Strong, stocky plants. None but good, strong plants with heavy roots sent out. The plants are dug with forks, so that each plant has a good, big root system. They are worth more than the price asked. Some cheap things are good, but cheap celery plants are not satisfactory. Send a trial order for 500 or 1,000 of these plants. White Plume, Winter Queen, Giant Pascal, and Golden Heart, \$2.50 per 1,000; 500, \$1.50; French Golden Self-Bleaching (French Seed), \$3.00 per 1,000 500, \$1.75.

RE-ROOTED CELERY PLANTS

(Mass of fine, new roots grown on them.)

FRENCH GOLDEN SELF BLEACHING (French Seed). (Imported by us from the French Originator of the variety)

EASY BLEACHING OR SANFORD SUPERB.

(We raised the first seed offered for sale of this strain for the

Introducer—about 50 lbs.)

WHITE PLUME (French Seed).

GIANT PASCAL.

(Imported by us from the Originator in France).

WINTER QUEEN (Burpee's Strain).

DWARF GOLDEN HEART (Burpee's Strain).

FORDHOOK (Burpee's Strain).

EMPEROR.

WINTER KING (Dreer's Strain).

FRENCH'S SUCCESS (Best of all Keepers).

ROSE RIBBED SELF BLEACHING.

(Imported by us from the French Originator).

All Varieties 1,000.....	\$3.00	400.....	1.75
800.....	2.70	300.....	1.50
700.....	2.50	200.....	1.25
600.....	2.25	100.....	.80
500.....	2.00	50.....	.60

NOTE—It was proved by the Maryland Experiment Station several years ago that Golden Self Bleaching from French Seed does not become hollow stalked.

We have bought the originator's strain of French grown Golden Self-Bleaching Celery seed for many years and have never seen or heard of a hollow stalk from the strain.

We import the seed direct from the originator.

We pay a high price for the seed so have to ask a little more per 1,000 for the plants than if raised from cheap strains.

BRUSSELS SPROUTS

Field Grown.—Long Island Improved.

We use the same strain of seed as used by the growers of the Long Island Cauliflower Association.

Prices same as for re-rooted celery plants.

DOLLAR VEGETABLE GARDEN

We will send you all the following plants, postage paid, for One Dollar.—Ready May 1st to July 15th, for approximately

- 12 Heads of Danish Ball Head Cabbage.
- 4 Heads of Danish Round Head Cabbage.
- 4 Heads of Red Danish Stone Head Cabbage.
- 4 Heads of Mammoth Red Rock Cabbage.
- 2 Heads of Late Flat, Dutch Cabbage.
- 2 Heads of Surthead Cabbage.
- 3 Heads of Drum Head Savoy Cabbage.
- 2 Heads of Succession Cabbage.
- 2 Heads of Enkhuizen Glory Cabbage.
- 2 Heads of Copenhagen Market Cabbage.
- 2 Heads of Early Summer Cabbage.
- 2 Heads of Early Stone Head Cabbage.
- 2 Heads of Charleston Wakefield Cabbage.
- 2 Heads of Winningstadt Cabbage.
- 2 Heads of Early Jersey Wakefield Cabbage.
- 2 Heads of Extra Early Express Cabbage.
- 4 Heads of Early Snowball Cauliflower.
- 3 Heads of Early Paris Cauliflower.
- 9 Heads of Large Late Cauliflower.
- 3 Plants of Burbank Tomatoes.
- 3 Plants of Juno Pink Tomatoes.
- 3 Plants of Earliana Tomatoes.
- 3 Plants of Bonny Best Tomatoes.
- 3 Plants of Chalks Early Jewel Tomatoes.
- 3 Plants of John Baer Tomatoes.
- 3 Plants of Matchless Tomatoes.
- 3 Plants of Stone Tomatoes.
- 2 Plants of Early White Kohl Rabi.
- 2 Plants of Early Purple Kohl Rabi.
- 3 Plants of Long Island Improved Brussels Sprouts.
- 3 Plants of Odeuse Market Brussels Sprouts.
- 2 Plants of Early Angiers Broccoli.
- 2 Plants of Purple Sprout Broccoli.
- 2 Plants of Bangholm Ruta Baga.
- 2 Plants of Sweet Swede Ruta Baga.

They will make the finest Vegetable Garden you ever had. They will take a space about 20 feet square or a little more. 16 kinds of Cabbage (Early, Mid-season and Late), 8 kinds of Tomatoes (Earliest, Mid-season and Late), 3 kinds of Cauliflower (Early, Mid-season and Late), 2 kinds of Kohl Rabi, 2 kinds of Brussels Sprouts, 2 kinds of Ruta Baga.

We have sown the seed to produce these plants. We cannot guarantee that there will be the exact number of each plants named here, but they will be as near as we can get them.

There will be enough vegetables in this garden to begin cutting in 5 or 6 weeks after the plants are set, and cut and pick a continual variety of vegetables all the time during the season, enough to use in the Fall for pickles and some to store and last all winter.

We do not see how you can invest a dollar and get so much in any other way.

PLANTS POSTAGE PAID.

We send the following lots of plants postage paid:		
100 Snowball Cauliflower		\$1.00
(Ready May 1st, to Aug. 1st.)		
100 Tomato plants—Any variety		1.00
(Ready May 15th. to July 15th.)		
100 Tomato plants—50 early, 50 late		1.00
(Ready May 15th. to July 15th.)		
100 Tomato plants—8 kinds mixed		1.00
(Ready May 15th. to July 15th.)		
100 Cabbage plants—All one kind		1.00
(Ready May 1st to Sept. 1st.)		
100 Cabbage plants—50 early, 50 late		1.00
(Ready May 1st to Sept. 1st.)		
100 Plants—16 kinds of Cabbage, 3 of Cauliflower, 2 of Kohl Rabi 2 of Brussels Sprouts		1.00
(Ready May 1st, to Aug. 1st.)		
100 Brussels Sprouts		1.00
(Ready May 1st, to Aug. 15th.)		
100 Celery plants—Any variety		1.00
(Ready July 1st, to Sept. 1st.)		
100 Celery plants—50 early 50 late		1.00
(Ready July 1st, to Sept. 1st.)		

COMMENTS ON VARIETIES DANISH BALLHEAD

We tested in the field the past year, side by side, for TONS PER ACRE, 39 Strains of Danish Ballhead, 16 Strains of Copenhagen Market and 17 Strains of Enkhuizen Glory Cabbage seed, and also tested 16 Strains of Snowball Cauliflower 14 Strains of Erfurt Cauliflower seed. All received from the seed Growers of Denmark.

All were treated exactly alike.

We set the Danish Ballhead cabbage plants close enough together to produce about 5 or 6 pound HEADS.

One strain produced HEADS that averaged less than 4 pounds per head.

Eleven strains produced HEADS that averaged between 4 and 5 pounds per head.

Nineteen strains produced HEADS that averaged between 5 and 6 pounds per head, and

Eight strains produced HEADS that averaged between 6 and 7 pounds per head.

The Rows from No. 24 seed averaged as follows:

- 1st. Row—Average weight of HEADS 5.37 lbs. each.
- 2nd. Row—Average weight of HEADS 5.22 lbs. each
- 3rd. Row—Average weight of HEADS 5.23 lbs. each.

The 3 Rows of the strain set next to No 24 in the tests averaged as follows:

- 1st. Row—Average weight of HEADS 4.22 lbs. each.
- 2nd. Row—Average weight of HEADS 4.05 lbs. each.
- 3rd. Row—Average weight of HEADS 4.79 lbs. each.

The three Rows from No. 26 seed averaged as follows:

- 1st. Row—Average weight of HEADS 5.35 lbs. each.
- 2nd. Row—Average weight of HEADS 5.74 lbs. each.
- 3rd. Row—Average weight of HEADS 5.34 lbs each.

The 3 Rows of strain set next to No. 26 in the tests averaged as follows:

- 1st. Row—Average weight of HEADS 6.18 lbs. each.
- 2nd. Row—Average weight of HEADS 6.06 lbs each.
- 3rd. Row—Average weight of HEADS 6.64 lbs. each.

The last strain was as good as any one of the 39 strains so we bought that.

All of our Danish Ballhead plants are raised from this strain and we believe will produce as BIG HEADS and as HEAVY A TONNAGE as any strain of Danish Ballhead seed raised, and BIGGER HEADS and a heavier tonnage than almost any other strain of Danish Ballhead seed raised.

COPENHAGEN MARKET and ENKHUIZEN GLORY

We selected the strains of Copenhagen Market and Enkhuizen Glory with the same care as the strain of Danish Ballhead.

For each kind we have the strain that will produce the HEAVIEST HEADS.

SNOWBALL CAULIFLOWER

We grew the 30 strains of Snowball and Erfurt cauliflower side by side.

The Snowball produced better heads than the Erfurt.

We selected what we believe to be the best strain of Snowball.

It is early, dwarf and will probably produce as good a crop as can be grown.

It is the same strain as is used by the growers of the Long Island Cauliflower Association.

The Long Island Cauliflower Association is, we think, the largest Cauliflower Association in the world.

They have been growing Snowball Cauliflower for probably 20 or 25 years, largely supplying the markets of Boston, New York, Philadelphia, Baltimore and Washington, shipping nearly a million dollars worth of Cauliflower each year, and they have the best strain of seed that they can buy.

OTHER VARIETIES OF CABBAGE

The Long Island grown seed of the Domestic varieties, is as far as we know, the best seed grown. We therefore, use that for our plants.

We tried the Puget Sound seed, but it was so mixed we would not use it under any circumstances.

We also tested the Holland seed, and it was so mixed that we would not buy any Holland seed.

We expect to have enough plants this year of each variety to fill every order.

CELERY PLANTS

For our Celery plants, like our Cabbage and Cauliflower plants, we buy the best seed we know of regardless of price.

FRENCH GOLDEN SELF-BLEACHING

All of our Golden Self-Bleaching Celery plants are raised from French seed imported by us direct from the originator of the variety in France.

We have used this strain of seed for nearly twenty years.

This was imported by us from the originator of the variety in France.

All of our big crops of Golden Self-Bleaching Celery were raised from this strain of French grown seed and we never saw a hollow stalk.

WHITE PLUME

This strain we bought of French seed, importing it with the other strains.

EASY BLEACHING OR SANFORD SUPERB

We raised the first seed offered for sale of this variety for the Introducer—about 50 lbs. We buy the best strain there is.

WINTER QUEEN, DWARF GOLDEN HEART AND FORDHOOK

These three strains we bought from Burpee. They are as good strains as we know.

WINTER KING

This variety we bought from Dreer.

They make a specialty of this strain. It is high priced, but we bought it.

EMPEROR AND FRENCH'S SUCCESS

We bought the best strains of these we know.

RE-ROOTED PLANTS

We set from 15,000 to 40,000 Danish Cabbage plants per season for many years and large numbers of celery plants.

For several seasons we have set no plants but re-rooted ones, and though we set through the driest weather, we seldom lose any plants.

After we plow down a good clover or other sod, harrow the ground several times until it is time to set the plants, cross plow, drill in 1,200 or 1,400 lbs. of high grade fertilizer per acre, and harrow 4 or 5 times, until the entire seed bed is as mellow as it can be made, we cannot afford to set any but the best plants so that we may have a full stand.

After we have set the plants we expect to cultivate 6 or 8 times, hoe 2 or 3 times and spray if necessary, and the expense is too great to use any but the best plants.

We have harvested 26 tons of cabbage per acre and sold \$562.89 worth of tomatoes from 876 plants, and 140.42 worth from 148 plants. We have sold \$645 worth of celery from three-fourths of an acre.

Below are the conditions necessary to get the largest yield:

1. Use a good strong soil.
 2. Plow down a good heavy sod, and cross plow, or use plenty of stable manure, or both.
 3. Use plenty of high-grade fertilizer to feed the crop.
 4. Prepare the seed bed perfectly by plowing well and harrowing very fine.
 5. Use plants from the best strain of seed that can be had.
 6. Use re-rooted plants to get a perfect stand of strong plants.
 7. Hoe and cultivate to keep the soil in fine condition.
 8. Spray to head off the enemies that may attack the crop.
- Use all of these means and success is certain.
- We set no cabbage or celery plants but re-rooted ones and no tomato plants but re-rooted or potted ones.
- Use the best plants and give them the best chance in order to make the biggest profit.
- We originated re-rooted plants and our trade in them has grown so in the past twelve years that about three-quarters of all our orders are for re-rooted plants.

PLANT DISEASES

In sections where cabbage and cauliflower are raised in large quantities year after year, different diseases and insects appear.

We are in a grain and hay farming section.

No large fields of truck are raised in this section.

But, to keep our plants free from disease of any kind, we have moved our plant fields to new farms or tracts of land fourteen times in 26 years.

We thus keep our plants free from disease.

They are good all the way through.

We could raise cheaper plants by buying cheaper seed, raising the plants year after year on the same plant farm, and doing all of the other things that make plants cheap.

But we do not think the people want cheap plants.

We think they want the best plants that can be raised so we go to every expense to make them the best.

When plants are offered cheap it can be known that they are like a cheap horse or a cheap suit of clothes, they may look pretty good, but there is something the matter with them.

They cannot be raised cheap if every precaution is taken with them so they will produce a big crop and not get diseased.

IT'S ALL IN THE SEED. PLEASE READ THIS.

"Your plants head up better than any I am able to raise from the seed.

Last year (1921) your price list was late in reaching me so I bought 1000 plants from another firm.

They didn't start good, so when your list came I got 1000 from you.

I did not get 100 heads from the first lot of plants, but the plants you shipped me headed better than 95 per cent HARD HEADS, though it was very dry.

The plants were set side by side."

F. G. Burnell, St. Albans, Vermont.

We try to ship only honest plants.
Honest plants are not only plants that look good when you get them.
You may get nice looking plants, but plants that will not produce

hard heads, or only part of them head up.

THEY ARE NOT HONEST PLANTS.
YOU EXPECTED TO GET HEADS.

If you do not get them you are cheated.

Some strains of seed have been bred up until they will produce practically all Hard Heads, and the biggest heads of their kind.

Plant growers, to be honest, must try to find this seed and pay for it, and not plant the cheap kinds.

They can do it by taking the time and going to the expense of getting acquainted with practically all the seed Growers of the world, testing their seeds, side by side, and buying only the HONEST ones.

It takes years to do this and much expense but that is the only way.

The only way to insure a BIG CROP is to require of the plant growers EVIDENCE that he has tested about all the strains of seed grown and bought the HEAVIEST PRODUCING STRAINS only.

Greenfield, New York, July 7th, 1921.

F. W. Rochelle and Sons.

Dear Sirs:—

You shipped me last year 1,000 re-rooted plants and they were the best plants I ever set out. Never lost one. I set them in a new piece of ground, and after they were started I put on about a half ton of Chicken manure, putting the manure between the rows and cultivating it in.

They grew so fast that I could cultivate them only a few times as I had the rows quite narrow and the plants were close together in the rows. They covered the ground in a short time. The cabbage worms didn't have a chance as they grew so fast that they could not harm them.

It may please you to know that out of this small piece of ground I sold 3 tons of cabbage at \$40 a ton and kept 400 heads for myself.

I had Enkhuizen Glory heads that weighed 20 lbs., and some of the Danish Ballhead weighed 15 lbs., after the stalks were cut off.

It has been very hot and dry here and we have not had any rain, only a couple of showers in the last month.

Thanking you for your promptness in shipping my last order and for the good plants you sent me, I remain,

Yours very truly,

Martin F. Schoonmaker.

"The best crop of cabbage that I ever raised was from your plants."
—James B. Greene, Ashaway, R. I.

"I raised such fine cabbage last year from your plants that everyone around here is talking about them. We are using cabbage yet (June 2) from cabbage raised last year."—O. I. Gatchell, Dixmont, Me.

"Last year I got cabbage from you and they were the first I have been successful with. I had the best results ever."—C. R. Le Grand, Methuen, Mass.

"The last plants received from you people came in good shape and produced a fine crop."—W. K. Kanarr, Cherrytree, Pa.

"I would like your price list of cabbage, tomatoes, etc. Good first class plants as you used to send me. I've tried other firms, don't get good results."—Silas Heath, Saratoga Springs, N. Y.

"Enclosed find check for \$15.00 (fifteen dollars) for which please send me the following re-rooted plants:

4,500 Danish Ballhead

500 Red, the kind you think is the best

1,000 Snowball Cauliflower plants

I got some plants of you last year and they were fine.

I sent to another place and got 5,000 and I have got all kinds but red, some of the kinds I ordered, but most of what I did not want. They were cheap with all the fine roots pulled off."—H. F. Peters, Rocky Hill, Conn.

"Your plants were so good last year that I am ordering from you again in hopes these will be just as good."—Walter Dix, West Sand Lake, N. Y.

"My cabbage was fine of the plants I got of you before."—Burt Harrard, Fort Plain, N. Y.

"The Copenhagen cabbage plants received from you were the best ever."—John Middletown, Port Jervis, N. Y.

"I was so well pleased with the plants ordered from you last year that I wanted them from there again this year."—Leonard Baldwin, Homer, N. Y.

"As I bought cabbage plants of you last year, and was well satisfied with them, I am writing to ask you if you could ship me 10,000 Copenhagen Market to arrive May 31st."—R. J. Adlam, Little York, N. Y.

"Received last order of plants all O. K. and are heading fine."—E. W. Barkman, Canadases, Pa.

"Some of those last year we used for kraut and was fine cabbage."—S. Harry Smith, Lanes Mills, Pa.

"I ordered from you two or three seasons and plants done fine. Came in good condition."—Newton Barger, Woodland, Pa.

"I have been ordering cabbage plants from you the past few years and find them extra good."—John B. Beaupre, Capbou, Me.

"Please send by parcel post 3000 rerooted Snowball Cauliflower Plants. Last year had a fine crop."—Emil Friedrich, Conyngham, Pa.

"Mail by Parcel Post 3000 more Cauliflower, Long Island strain. The last were very good."—Chester Boutwell, Lowell, Mass.

"Cauliflower plants received and same were fine."—J. C. Fish, Corbetsville, N. Y.

"The cauliflower plants arrived in splendid condition."—Belleville & Waite, South Chelmsford, Mass.

"Enclosed find check for fourteen (14) dollars. Kindly ship at once 2000 re-rooted Snowball cauliflower plants, 1000 Danish Ballhead cabbage and 1000 Copenhagen Market cabbage."—A. Allen, Jr., Newport, R. I.

"Enclosed find \$10.00. Please send by return mail 2000 re-rooted Snowball cauliflower plants. Other plants came through O. K. Thank you for prompt service."—A. Allen, Jr., Newport, R. I.

"Please send me 3,000 French Golden Self-Bleaching Celery Plants (re-rooted). Please pack in your usual good way. You send out the finest plants I have ever had of celery, Cauliflower and Cabbage. They are the kind that live and pay big on a small investment. Wishing you a most prosperous season."—Mrs. J. O. Kemp, McDaniel, Md.

"You sent me good plants at a very low price. I am surprised you can sell rerooted plants so low. I cannot afford to raise my own any more, so have discarded Hot-heds and Cold-frames."—W. C. Renahan, Poultry, Fruit and Vegetables, W. R. Junction, Vermont.

"The Paris Golden Celery plants received this P. M. A fine lot, arrived in good condition."—W. H. Flye, South Main Street Greenhouses, Woonsocket, R. I.

"The tomato plants I got from you are doing fine. You certainly deliver the goods."—D. B. Audre, Elizabeth, Pa.

"I received the tomato plants in fine condition. They are growing fine."—Omar Beham, New Bethlehem, Pa.

"Received the plants you sent and am perfectly satisfied, so please send another order."—M. Presham, Wilcox, Pa.

"The cabbage plants arrived O. K. Very fine."—John E. Felker, Bethlehem, Pa.

"I have had your plants for a few years and find them O. K."—Mrs. Elmer Edbrooke, Wilcox, Pa.

"The cabbage received a week ago arrived in best of condition. I think the best I ever set out."—J. Howard Dunn, Vanderbilt, Pa.

"I wish to thank you for your prompt shipment of my order for tomato plants, which arrived in grand condition."—Peter Coleman, Vintondale, Pa.

"I received celery plants the 29th, all O. K. Thanks."—F. H. Cooper, Clarks Summit, Pa.

"I received your lot of 500 sent me about three weeks ago and they are very good plants. Could not be better."—W. W. Boone, Osceola Mills, Pa.

"Plants received O. K."—J. F. Blakely, Kittanny, Pa.

"I received cabbage plants O. K., in good shape."—Robert H. Berg, Johnstown, Pa.

"Find enclosed check for \$40.00. Please ship by post or express, according to your best judgment, 15,000 Danish Ballhead, 5,000 Copenhagen, 50 Cauliflower plants, rerooted. I have had your grown plants for two or three seasons. They came last year postage paid and were a nice lot."—R. W. Giles, Skaneateles, N. Y.

"Received the cauliflower plants promptly and in good condition."—Chas. S. Smith, Asbury Park, N. J.

"My celery plants which I bought from you last year were the best I have had and received them in first class condition. I was very well satisfied. I did not lose a single plant."—Charles Lochr, Jamesburg, N. J.

"You sent me a lot last year and they were fine and came in good shape."—J. B. DeWitt, Sussex, N. J.

"Under date of July 27th, I ordered from you 500 cabbage plants, 100 cauliflower plants, and 500 celery plants. They reached me in good condition, showing that they had been carefully packed."—Echota Farm, L. B. Robeson, Proprietor, Marietta, Ga.

"All of your Celery plants reached us in excellent condition."—H. G. Hastings Co. SEEDMAN, Atlanta, Ga.

"Your plants last year were simply grand, best I ever had."—Geo. W. Anderson, Glen Wilton, Va.

"We were well pleased with plants last year."—Claude Fravore, Mexico, N. Y.

"Please send me by Parcel Post 1000 French Golden Self Bleaching Celery plants. This is a trial order to see what the plants are and how they come through."—(June 27th.) W. A. Boyd, New Milford, Conn.

"Please send me by Parcel Post 1000 Re-rooted French Golden Self Bleaching Celery plants."—(July 17th.) W. A. Boyd, New Milford, Conn.

"Please send me 1000 Re-rooted French Golden Self Bleaching Celery Plants. Thanks for others received today."—(July 21st. W. A. Boyd, New Milford, Conn.

"I received plants all O. K. Many thanks."—Mrs. Millard Fleming, Oxford, N. Y.

"The cabbage plants were fine. Some of my neighbors got some of them and all are well pleased."—Clyde Hoover, Pine Glen, Pa.

"Have used your plants several years and have never found any that excel."—A. H. Houseknecht, Muncy, Pa.

"The 1000 tomato plants I purchased from you this spring are doing fine and we are very much pleased with them."—E. F. Goddard, Woonsocket, R. I.

"Please send XXX French Golden Self Bleaching Celery plants. These plants were recommended to me by Mr. —, R. D. 3, Bridgeport, Conn, who speaks very highly of them."—N. H. Anderson, Bridgeport, Conn.

"I had your cabbage plants last year and they were very good. I can recommend your plants."—Albert B. Anderson, Stockholm, Mass.

"The shipment of 2000 arrived and they are fine."—George E. Pegg, Cherry Valley, N. Y.

"Have received cabbage plants, and they are fine. All O. K."—Wm. H. Smith, Petersburg, N. Y.

"The celery I had from you the last two years was very good."—Wm. J. Spence, Chatham, N. Y.

"Have heard your plants were fine and want to try out some of them."—Guy L. Stone, Luzerne, N. Y.

"My other order arrived in fine shape."—L. M. Arnold, Burlington Flats, New York.

"I have found your plants to be what they are listed and I consider them to be true to name as I have been ordering from you a number of years and can say that I have always got what I ordered."—John W. Putnam, Millbury, Mass.

"I used your plants last year and they were very nice."—Chester Boutwell, Lowell, Mass.

"I had plants from you last year. They were splendid plants."—Thomas Fenton, Salamanca, N. Y.

"Some years ago, when a member of the firm of W. A. Brown & Sons I bought a great many plants from you, after I entered the postal service, I recommended a great many of my friends to you, as your plants always came in good shape, and were always satisfactory. It has been a pleasure to recommend your firm, as I felt my friends and neighbors would be satisfied, and would get good plants."—Arthur E. Brown, Osceola Mills, Pa.

"Your plants in the past have been very satisfactory."—Louis W. Elliott, Katonah, N. Y.

"Have had your plants before and they have proved very satisfactory."—I. J. Newton, West Hartford, Conn.

"The plants I bought of you last year were the strongest and grew the best of any I have ever seen."—M. D. Marvin, Cornwall Bridge, Conn.

"Plants reached me Monday and were O. K."—Henry J. Theis, Germania, Pa.

"I was visiting Robert H. Berg, a neighbor of mine, this evening and he just received early cabbage from you today. They were very nice."—E. P. Stutzman, Johnstown, Pa.

"Received your cabbage plants yesterday. Was O. K."—Howard Stevens, Lumber City, Pa.

"The plants received last year were very satisfactory."—J. G. Jack, Arnold Arboretum, Harvard University, Jamaica Plain, Mass.

"The celery plants reached me in fine condition."—John R. Kain, West Gloucester, Mass.

"Please find check for 2000 French Golden Self Bleaching Celery plants. First lot received O. K."—H. M. Howard, West Newton, Mass.

"I was well pleased with the plants I got last year."—W. S. Wolfe, Reynoldsville, Pa.

"Cabbage plants were received in fine condition and were very good stock."—W. H. Weinschenk, New Castle, Pa.

"Recommended by Agricultural School Teacher."—Thomas E. Kiernan, South Weymouth, Mass.

"The tomato and cabbage plants are very satisfactory."—N. M. Takach, Milford, Conn.

"The results from plants obtained from you last season were very satisfactory."—Thomas F. Eastwood, Garrison on Hudson, N. Y.

"Your celery last year came out fine."—Peter Van Leeuwen, Canton, Mass.

"Part of my order for cabbage plants arrived O. K. As fine plants as I ever set."—O. I. Gatchell, Dixmont, Me.

"The last shipment was very satisfactory, and we thank you for your promptness."—R. P. DuVernet, Greenville, S. C.

"The tomato plants and cabbage plants arrived O. K.—Carroll L. McCrea, Wilton, N. H.

"The basket of one thousand Dwarf Golden Heart Celery plants arrived safely last week in fine condition."—The Marot Flower Shop, Swarthmore, Pa.

"I received the cabbage plants O. K., also the cauliflower."—W. B. Hyland, Northford, Conn.

"Have tried some of your plants and found them very satisfactory." William B. Chadwick, Ward Hill, Mass.

"My cabbage and cauliflower plants came this morning. They were in fine shape."—W. J. Calhoun, Hobart, N. Y.

"My cabbage plants came this A. M. They are fine."—W. J. Calhoun, Igbeart, N. Y.

"Your Celery and Cauliflower plants received in fine shape. I also thank you for your promptness in sending them."—John Brooks, Great Neck, L. I.

"I received the 500 early plants you shipped me and they were fine."—J. K. Boyce, Spring Glen, N. Y.

"I have had fine success from your choosing plants and kind. In about three weeks I will send for 1000 cabbage Plants and shall want you to choose for me. Please send me another Plant List. I gave mine to a man from New Hampshire."—W. S. Shepard, Northampton, Mass.

"Your plants that I received from you last year did exceptionally well."—Henry H. Trow, Buckland, Mass.

"I have used your celery roots before and they are excellent."—I. W. Smith, West Otis, Mass.

"The Cauliflower plants which I ordered came in good condition, and thank you for your promptness in sending."—Chas. J. Carey, Meridan, Conn.

"Cabbage plants came O. K."—E. F. Rideout, Stratford, Conn.

"I have had splendid luck with my plants, and would not bother with seed."—G. N. Prye, Plymouth, N. H.

"The other order I sent you for Copenhagen Market came all right and all lived and are growing nicely."—Geo. W. Hodges, Saratoga Springs, N. Y.

"Were very much pleased with the plants last year."—Herbert H. Hyde, Watertown, N. Y.

"I got 2000 of you once before and they were the best plants I ever set."—Maus S. Mathias, Feura Bush, N. Y.

26 YEARS

For 26 years we have devoted ourselves almost exclusively to raising four kinds of plants, testing four kinds of seeds, and growing the four kinds of truck from the plants. Cabbage, Cauliflower, Celery and Tomatoes.

We have sometimes harvested 6 acres of Danish Cabbage and have harvested 23 tons per acre.

We have sold \$645 worth of Celery from ¾ of an acre, \$562.89 worth of tomatoes from 876 plants, \$140.42 from 148 plants and raised as fine Cauliflower as can be grown.

We have sold millions of cabbage plants in a season to the large cabbage growers of New York State.

Have received orders for 550,000 Snowball Cauliflower plants IN ONE DAY from the Cauliflower growers of the Long Island Cauliflower Association.

We have raised large quantities of Cauliflower plants for members of the Long Island Cauliflower Association from their seed.

Have had men drive here with automobile trucks from other states to get truck loads of our Celery plants.

Have raised large quantities of cabbage plants for the cabbage SEED growers of Long Island from which to grow seed.

Have raised fields of celery seed for seedmen.

Have kept up a correspondence for many years with the largest growers of cauliflower, cabbage, celery and tomato seed in the world, and tested their strains of seed, side by side, in our fields.

The results of this is that we know about every place where the finest seeds are grown and every grower who grows them, and we know nearly all the places where poor seeds are grown and the growers of poor seeds, so we can hardly be cheated.

We can get the best strains of seed there are because we have spent most of 26 years in growing and testing these four things.

Pretensions do not take with us.

The question is will their strain of seed produce BIG CROPS?

We do not ask the seed growers whether their seed will produce big crops.

We try their seeds for ourselves, side by side, then we know whether they will.

We buy all the seeds for our plants with the one idea in mind BIG CROPS.

Whatever grower has bred up seed that will produce BIG CROPS we buy it.

Many of the big seed growers of Denmark, Holland and France send men to this country to sell their seeds.

They come to see us.

We are glad to see them and talk with them but their talk sells no seeds.

It is the weighing up of the crop that their seeds has produced. IN OUR FIELDS, that gets the order or does not get it.

Fine looking cabbage and cauliflower plants can be bought from many dealers in plants, but fine looking plants do not always produce BIG HEADS.

Like produces like.

If the plants are grown from heavy yielding strains of seed you will get a BIG YIELD.

If the plants were grown from light yielding strains of seed you will get a light crop.

But BIG CROP SEEDS are the kind we buy and no other.

Every one that buys our plants can count on getting these four things:

1. The results of working all the time for 25 years with four kinds of plants.
2. The BIGGEST CROP that any seeds of these 4 kinds of vegetables will produce.
3. As good plants as we can raise.
4. As careful packing as we can do to get the plants to you in good order.

SEEDS

We test each year, side by side, all the strains of the following varieties that the seed growers of Denmark produce and buy the best strain of each as proved by the tests.

We buy not only enough of each to produce our plants, but enough to supply all of our customers with the seeds they need for the following crops, and will send them postage paid, at the following prices:

CABBAGE SEED

	1 lb.	½ lb.	¼ lb.	2 oz.	1 oz.
Dan. B'h'd, Middle Stem, Best	\$4.00	\$2.25	\$1.25	\$.80	\$.60

Sent Postage Paid at the above Prices

LARGE CABBAGE GROWERS.

Be Sure to Read This.

OUR GUARANTEE.

We have made a specialty of Danish Ballhead Cabbage plants for 20 years, and of testing the seed.

When we have a field of cabbage growing and 30 or 40 strains in the field, we can, of course, when it is headed up, tell the heavy producing strains by careful examination of the different rows, but we do not rely on inspection to find the very heaviest.

We take a set of scales to the field and weigh the cabbage in each row.

We are so sure that we have the best strain that we will sell any customer one pound or more of the seed and at the end of the season, if he does not have a bigger crop than his neighbor, or if he is not satisfied that the seed we sold him is the best there is we will refund ¾ of his money.

All he has to say "The seed was not satisfactory."

No reason need be given.

We could not sell seed this way unless we were sure our customers cannot get any seed that will produce as big crops as ours.

Send \$4.00 for a pound of seed.

At the end of the season; if you write us "The seed was not satisfactory" we will send you back \$3.00.

That is fair.

We lose on our judgement of what we have if we do not have a better strain than you have.

CELERY SEED

We import from the originators in France the following 3 varieties of celery seed and will send them to our customers at the following prices, postage paid:

Price List—F. W. Rochelle and Sons, Chester, N. J.

	1 lb.	½ lb.	¼ lb.	2 oz.	1 oz.
French Golden Self-Bleaching.	\$10.00	\$5.50	\$3.00	\$1.75	\$1.00
French Giant Pascal.....	3.00	1.75	1.00	.70	.50
Easy Bleaching	8.00	4.50	2.50	1.50	.90
French White Plume.....	3.00	1.75	1.00	.70	.50

SNOWBALL CAULIFLOWER SEED

Danish grown, same strain as used by us for our plants: 1 lb., \$30.00; ½ lb., \$8.00; 2 oz., \$4.50; 1 oz., \$2.50; ¾ oz., \$1.30; ¼ oz., \$.70., postage paid.

NON-WARRANTY

While we endeavor to have all plants true to name, carefully packed and promptly shipped in common with all seed and plant growers. we give no warranty, expressed or implied, as to description, quality, productiveness, or of any other matter of any of the plants or seeds we send out, and will not in any way be responsible for the crop.

We do not guarantee safe delivery, but if plants are sent by Parcels Post, we believe that that is almost a guarantee of safe delivery.

There is little chance of delay.

All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only, and they must be accepted by the customer when ordering.

PEACH BASKETS

We use for shipping our plants a stapled 16 quart peach basket, which is the strongest basket of its kind made.

Ordinary peach baskets are made with one single clinched nail in each stave at the top hoop, one ¾ in. single pointed nail in each stave at the bottom, and one single pointed nail in every other stave at the middle hoop, making 15 clinched nails to hold the basket together, and 10 straight points to hold the bottom in.

The basket we use and which we have made at the factory has two double pointed clinched staples in each stave at the top hoop, two double pointed clinched staples in each stave at the middle hoop, and two double pointed ¾ in. staples in each stave to hold the bottom in, making 80 clinched points to hold the top together against 15 in the ordinary basket, and 40 ¾ in. points to hold the bottom in against 10 in the ordinary basket.

This makes a basket that cannot easily be torn apart.

They make fine truck baskets and stand a great deal of hard use of any kind.

We ship them to our customers by Parcels Post, Express or Freight at the following prices.

25 for \$2.50, 50 for \$4.50, 100 for \$8.00, 200 for \$15.00, 500 for \$35.50, 1000 for \$65.00.

25 or 50 of them are very useful around any place.

NO BUSINESS DONE ON SUNDAY—We do not do any business on Sunday or Consider it in any way.

F. W. ROCHELLE & SONS CHESTER, NEW JERSEY